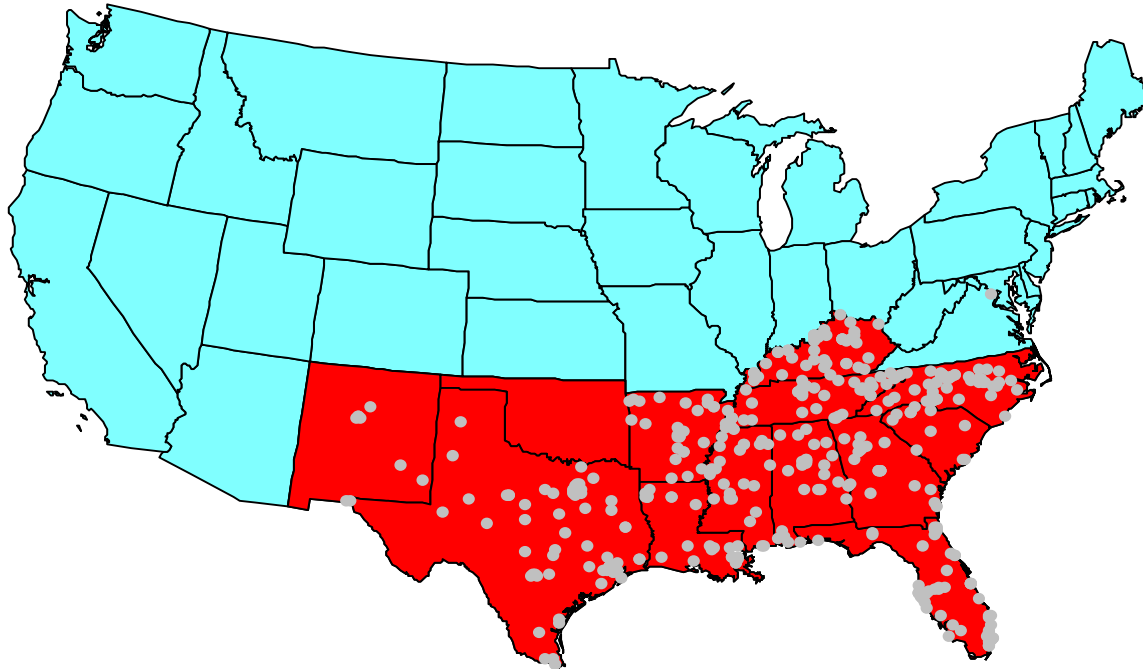


Multifamily Customer Service and Satisfaction Pilot Survey



The pilot test survey sample

In Fall 2000, FHA and REAC collaborated to launch a Multifamily Customer Service and Satisfaction Survey. A “Pilot Survey” test of 450 properties in the southeast region of the United States was initiated, and the preliminary results were impressive. The test was conducted, in accordance with best practices, to ensure accuracy and high-quality results in a larger National Survey Program.

Specific Pilot Survey goals included:

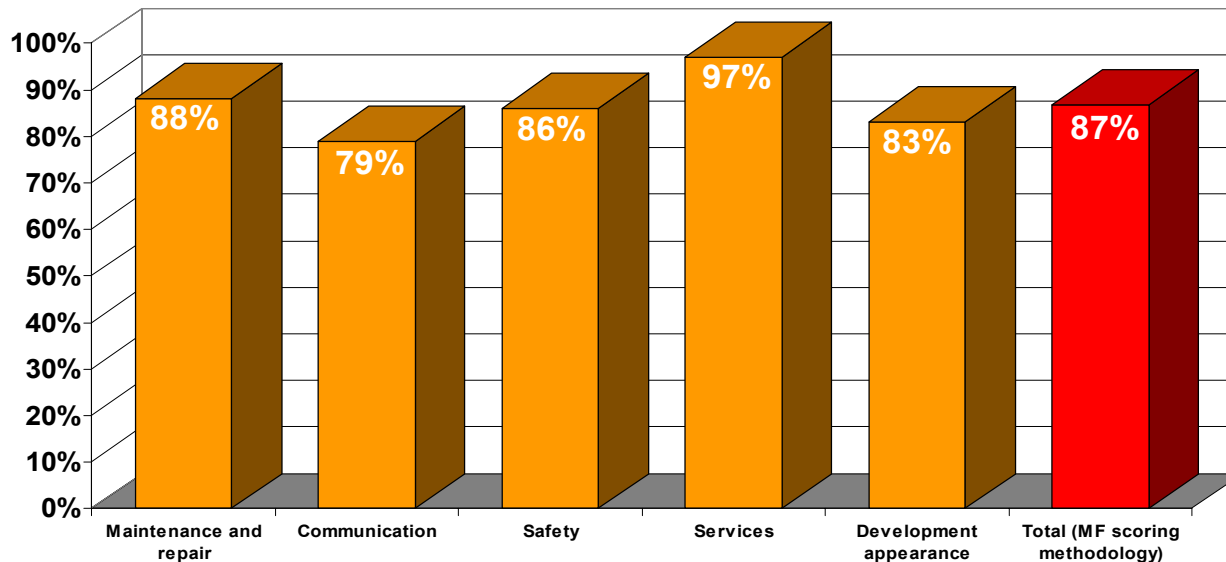
- Demonstrate the benefits of a survey measurement tool in validating Housing program success
- Test the survey methodology, process, and instrument for feasibility for nationwide implementation
- Confirm tenants’ positive response and interest in having a means of offering feedback to HUD

Results of the Pilot Survey

Results of the survey were overwhelmingly positive, proving what HUD already knows—that the vast majority of assisted Multifamily properties are well managed and in good repair.

- The response rate for the pilot was 56%, exceeding industry standards for mail surveys
- On the survey question asking how satisfied tenants are overall with their housing development, 93% of those who answered indicated that they are “satisfied” or “very satisfied.”
- Tenants are overwhelmingly satisfied in all areas of the survey. Average results by section ($n = 12,306$):

Pilot results: *Most tenants are satisfied in all areas*



- Section scores above represent the composite of all scorable questions in the section. The total score, 87%, represents the average level of tenant satisfaction over all areas in the survey, based on a scoring methodology designed by Housing.